



## Whose Turn Is It Anyway?

# Guide to Play To Win Report/Statistics

To the right is a picture of this year's Play To Win Table. On our board we feature each donating publisher via their logo and donated games. Black Rhino Software provides a large screen for people to track plays and game information on, including the current number of plays for each game.



To ensure Play to Win games get attention, we:

- Announce Play-To-Win games (and their publishers) via our newsletter, social media, and web site prior to the event. (Hope you saw us tag you!)
- Dedicate a table to the Play-To-Win games
- Make several announcements throughout the event to draw attention to the games (via our program, PA system, and Slack channel).

## About The Results

We have run Play-To-Win for several years now. Despite our relatively small size, we are proud of the incredible bang for the buck that we provide publishers. We're confident our "% of con attendees participating" and "Plays per attendee" stack up well against (and likely are better than) very large cons. We also encourage high participation by allowing Play-To-Win entries from people playing any copy of a game present at the event.

We were also the first event, we're aware of, to provide detailed purchasing decision stats to publishers and we continue to refine these calculations each year. We know you not only want to know that people played your games, but also how likely they are to buy them!

## Results and Calculations

Building on previous work by Geekway to the West and Jamey Stegmeier, several years ago we decided to take a shot at better calculating the odds that Play-To-Win participants would purchase the game they played. Following is an explanation of the columns found in our Play to Win reports

- **Total Plays** - Total number of times the game was played (or at least the # entries made into the Play to Win computer system).
- **# of Unique Players** - The total number of different players who played the game.
- **#Unique Players That Don't Already Own** - The number of unique players that played the game that don't already own the game (your true target audience!)
- **Avg. Players Per Game** - The average # of players that played each time ( $\# \text{ Total players} / \# \text{ Plays}$ )
- **Avg. Reported Play Time** - The average amount of time it took to play the game (as reported by those who played it).
- **Avg. Likelihood of Purchase** - We asked each player to rank how likely they were to purchase a game from 0-5 with 0 being "definitely won't purchase" and 5 being "definitely will purchase". We also had a column to indicate if a player already owned a game. If so, they were left out of this and related calculations. This column shows the average likelihood of purchase rating, based on a conservative estimate that 75% of those rating the game a "5" will buy it and 10% of those rating it 1-4 will.
- **# of Max Ratings** - This is the number of people who marked "5" for how likely they are to purchase the game.
- **Current Typical Cost** - We came to this price by looking at Amazon, BoardGameGeek and BoardGamePrices.com, choosing an average or common price found. This is the typical cost to someone purchasing these items.
- **Est. Monetary Return** - This is the expected monetary return to the publisher of the game. This calculation assumes the following: a) that wholesale is 50% of the "Current Typical Cost" b) our Avg. Likelihood to Purchase assumptions above and c) it cost the publisher \$10 to ship the game to us. What's not accounted for are any soft costs, though there should be few involved. **NOTE: We feel these estimates are very conservative and represent the minimum likely result. Now if we can just plant trackers on attendees and find out which ones actually purchase!**
- **Estimated ROI** - A typical ROI calculation.  $\text{Gain from investment} - \text{Cost of investment} / \text{Cost of investment}$

We believe this illustrates that Play-To-Win promotions continue to be a viable and worthy investment for publishers even in the context of "smaller cons" as their cost of investment is relatively low, while resulting in excellent exposure and positive return.